

PF CHANG'S ROCK 'N' ROLL ARIZONA MARATHON AND ½ MARATHON EXECUTIVE SUMMARY:

The AHRRC at Northern Arizona University conducted a follow-up survey of runners who participated in the PF Chang's Rock 'n' Roll Arizona Marathon and ½ Marathon in Phoenix on January 11, 2004. From a database of more than 21,000 runners who pre-registered for the race, AHRRC selected a random sample consisting of 2,000 runners who were surveyed by regular mail, and 4,000 runners who were surveyed by email. Of 6,000 surveys sent, 2,203 were completed and returned for a response rate of 37.5 percent – providing a sample size with a 95 percent confidence level.

The following is a summary of the survey's major findings. Please refer to the complete results for each category in the full report that follows.

- More than half of runners (53.3%) were from out-of-state; 43.6% were from the greater Phoenix area (Maricopa/Pinal MSA); and the remaining 3.1% were from other Arizona communities outside the Phoenix MSA.
- The top five states of origin for out-of-state runners were: California, Illinois, Colorado, Texas, and Wisconsin.
- Within the Maricopa/Pinal MSA, the top communities contributing runners were: Phoenix (32.7%), Scottsdale (20.8%), Chandler (9%), Tempe (7.6%), and Mesa (7.3%).
- Outside the MSA, top Arizona counties contributing runners were: Pima County (55.1%), Yavapai County (14.7%), Coconino County (12.5%), and Mohave County (5.9%).
- Average travel party size of race participants was 3.85 persons (skewed upwards by some very large parties), while the *mode* for party size was 2.0 persons. Parties of two persons represented the single largest cohort at 32.6%, while single person parties represented fully 29.7% of the sample.
- Local runners had smaller average party sizes (2.1 persons), while out-of-state runners had the largest average party sizes at 4.9 persons.
- The mean for party size *participation in the race* (rather than just accompanying on the trip) was 3.4 persons.
- More runners competed in the ½ marathon (58.4%) than in the full marathon (41.6%), and more actually completed the ½ marathon (87%) than completed the full marathon (71%).
- For the vast majority of runners – 84.6% - attending the marathon was the primary reason for their trip.
- While one-fourth (24.7%) of runners had attended a Rock n' Roll/Country Marathon before, three-fourths (75.3%) were first-time participants. California (27.2%) and Arizona (24.3%) contributed the largest percentages of *repeat* runners.
- Of first-time attendees, 90.7 percent indicated their willingness to participate in future marathons. Even more – 93.7% – said they would attend another marathon *in Phoenix* – evidence of very high satisfaction levels.

- More runners got their race information from friends and family (45.1%) than from any other source; the second most common source was attending other races (31.2%), followed by runners' magazines (23.5%). The Internet was an information source for 14.5% of runners.
- The majority of runners (53%) arrived in the Phoenix area by commercial airlines, followed by private vehicles (38.3%). The most used airline, by a wide margin, was Southwest (35.4%), followed by America West (15.0%). Those who booked two airline seats comprised 38.2%, while those who booked one seat totaled 27.2%; 10% booked three seats.
- The top-three car rental companies used by race participants were: Hertz (23.0%), Avis (22.3%), and Budget (16.8%). The mean number of car rental days was 4.0 days and the average car rental expenditure was \$205.
- The largest percentage of runners – 44.7% – stayed in paid lodging accommodations, followed by 35.7% who stayed in their own home, and 19.7% who stayed with friends and relatives.
- Of paid lodging, more than three-fourths (78.9%) stayed in hotels and motels, while 18.6% stayed in resorts, and 1.8% in timeshares/condos.
- These lodging stays were spread across a number of communities; the top four were: Phoenix (35%), Tempe (28.7%), Scottsdale (23.7%), and Mesa (2.6%).
- Phoenix also had the longest average length of stay (4.6 nights), followed by Scottsdale (3.1 nights), Tempe (2.7 nights), Mesa (2.5 nights). Scottsdale, however, had the highest average total lodging cost at \$344, followed by Phoenix at \$295, Tempe at \$281, and Mesa at \$217.
- Among other expenditures, the highest percentage of runners reported expenditures for food and beverages (73%), followed by expenditures for shopping (61.2%), transportation (60.7%), grocery stores (55.6%), entertainment & recreation (45.5%), and “other” purchases (27.3%).
- Average expenditures in each of these categories were: food & beverages (\$118), shopping (\$102), “other” (\$67), entertainment/recreation (\$58), transportation (\$49), and grocery stores (\$33).
- Runners attending the marathon from out-of-state had the highest average expenditures in every category – with one logical exception, grocery store purchases.
- 17% of marathon runners reported traveling outside the Phoenix Metro area during their stay. Sedona was the most frequently visited community (54.6%), followed by Tucson (24.7%). Kingman and the Native American Tribal lands each accounted for 19.4% of additional travel, while Flagstaff/Williams captured 15.9% of travel outside the Phoenix MSA.
- The most common activities participated in while traveling outside the Phoenix Metro area were: hiking/biking (42.0%), art galleries/museums (19.9%), spas/resorts (17.7%), nature watching (13.1%), golf (12.6%), and live dance/music/theater (12.2%). “Other” activities comprised 33.7% of activities (undoubtedly including shopping).
- The average age of marathon runners was 41 years old.
- 57.7% of runners were female and 42.3% were male.
- Average annual household income was \$81,299.

- The total estimated economic impact of the PF Chang's Arizona Rock n' Roll Marathon and ½ Marathon – including direct, indirect and induced – was \$41 million contribution to the county economy.
- This level of spending would produce an employment impact of 1,347 jobs in the county economy.